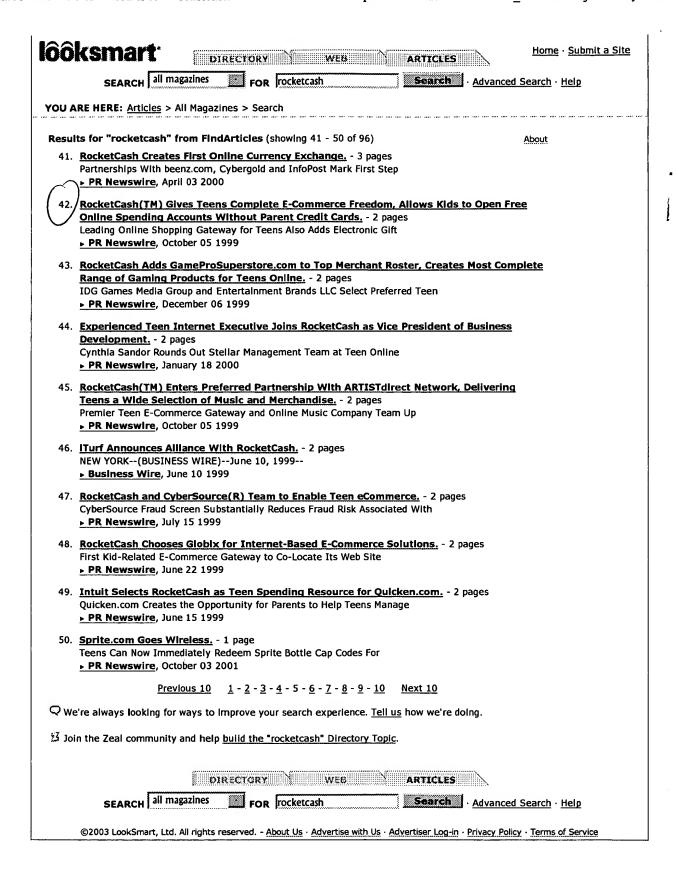
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RocketCash and Cybergold Empower Teens to Earn Money and Shop Online PR NEWSWIRE

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Partnership Gives Cybergold Access to Online Teen Market

MOUNTAIN VIEW, Calif., March 7 /PRNewswire/ -- RocketCash (http://www.rocketcash.com), the leading online gateway that allows teens to shop and buy on the Internet without a credit card, today announced a partnership with Cybergold (Nasdaq: CGLD) that gives parents the ability to earn cash and to transfer it to their teen's RocketCash account. The money can then be used by the teens to shop online at their favorite merchants.

This alliance furthers RocketCash 's commitment to provide the best e-commerce experience for teens, expanding the company's overall offerings as the online teen shopping destination. With the new program, parents can now click on their favorite online advertisements or product programs and earn cash. The money can be used to purchase RocketCash then used by teens to make purchases at more than 80 top-tier merchants.

"Cybergold and RocketCash have created the ability to translate Internet incentive rewards into online purchases for teens," said Jeffrey Mason, co-founder and CEO of RocketCash. "This partnership gives RocketCash customers yet another method to fund their accounts."

The program begins in spring of 2000. Online consumers will be able to earn Cybergold cash and then add it to a RocketCash account, giving them access to the most popular teen merchants. Each unit of Cybergold (worth one U.S. dollar) will transfer into one dollar of RocketCash, making online purchasing a seamless, easy experience for consumers. RocketCash will assimilate funds within each account. Merchant partners do not need to perform any site modifications in order to begin accepting Cybergold as currency.

"This program gives our members more options with their Cybergold dollars," said Dan Berger, general manager of Cybergold's Incentives Division. "Partnering with RocketCash allows us to meet teen demand for our service. We're very pleased to partner with RocketCash as it is obviously a leader in attracting teens to shop on the Internet."

About Cybergold

Cybergold, Inc. pioneered Internet incentives by rewarding consumers with cash for responding to Web-based advertisements and programs. With nearly five million members, Cybergold provides its clients with one of the most efficient means of reaching consumers on the Internet. Cybergold members are provided with a wide selection of programs to receive the best value for their attention and activities. Members are free to spend their cash on or off-line by transferring it to a VISA card or a bank checking account. Cybergold's partners include Visa USA, MBNA, AOL, EarthLink, E\*TRADE and Autobytel. Cybergold is headquartered in Oakland, California. For more information, visit www.cybergold.com.

About RocketCash Corporation

Founded in December 1998, RocketCash is the first online gateway that enables Generation Y to shop and buy online, without a credit card, in a safe, teen friendly environment. RocketCash is a free service, committed to providing the broadest selection of merchants, including Amazon.com, Alloy, ARTISTdirect, Barnesandnoble.com, CDNOW, Delia's, Fogdog Sports, JCrew, Pacific Sunwear and Reel.com. RocketCash .com has the security and privacy parents can trust. RocketCash is a privately owned, venture-funded corporation based in Mountain View, California, and located on the World Wide Web at http://www.rocketcash.com.

NOTE: RocketCash and RocketCash .com are registered trademarks of RocketCash Corporation. All other trademarks and service marks are the property of their respective holders.

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COMPANY NAMES: Cybergold Inc

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